10/22/86 C7715-3

AUGUST
1986

# pocket summary

## *of registrations*

*new cars*

*new trucks*

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

# NEW PASSENGER CAR REGISTRATIONS - MONTH

| MAKES | AUGUST | | % '86 VS '85 | % IND | |
|---|---|---|---|---|---|
| | 1986 | 1985 | | 1986 | 1985 |
| **A.M.C.** | 5520 | 9721 | 56.78 | .62 | 1.05 |
| (Alliance) | 3349 | 5291 | 63.30 | .38 | .57 |
| (Encore) | 1802 | 3534 | 50.99 | .20 | .38 |
| (Eagle) | 369 | 896 | 41.18 | .04 | .10 |
| **CHRYSLER** | 28820 | 31795 | 90.64 | 3.22 | 3.43 |
| (Laser) | 2343 | 3751 | 62.46 | .26 | .41 |
| (Le Baron/GTS) | 12650 | 14472 | 87.41 | 1.42 | 1.55 |
| (E/NY/5 AV) | 13827 | 13572 | 101.88 | 1.54 | 1.47 |
| **DODGE** | 43497 | 39374 | 110.47 | 4.87 | 4.26 |
| (Daytona) | 3408 | 3869 | 88.08 | .38 | .42 |
| (Colt/Vista/Conq) | 5749 | 4063 | 141.50 | .64 | .44 |
| (Omni/Shadow) | 16325 | 8207 | 198.92 | 1.83 | .89 |
| (Aries) | 6845 | 11743 | 58.29 | .77 | 1.27 |
| (Lancer) | 3980 | 4628 | 86.00 | .45 | .50 |
| (600) | 4505 | 4080 | 110.42 | .50 | .44 |
| (Diplomat) | 2685 | 2784 | 96.44 | .30 | .30 |
| **PLYMOUTH** | 32612 | 29194 | 111.71 | 3.65 | 3.15 |
| (Colt/Vista/Conq) | 5248 | 3869 | 135.64 | .59 | .42 |
| (Horizn/Sundance) | 16525 | 8842 | 186.89 | 1.85 | .95 |
| (Reliant) | 7511 | 12925 | 58.11 | .84 | 1.39 |
| (Caravelle) | 2042 | 2392 | 85.37 | .23 | .26 |
| (Gran Fury) | 1286 | 1166 | 110.29 | .14 | .13 |
| **CHRYSLER CORP** | 104929 | 100363 | 104.55 | 11.74 | 10.84 |
| **FORD** | 106193 | 99966 | 106.23 | 11.88 | 10.80 |
| (Escort) | 30664 | 32245 | 95.10 | 3.43 | 3.50 |
| (Mustang) | 15198 | 11689 | 130.02 | 1.70 | 1.26 |
| (Tempo) | 20513 | 18100 | 113.33 | 2.30 | 1.95 |
| (Taurus) | 17405 | - | - | 1.95 | - |
| (LTD/Crn Vict) | 11287 | 24110 | 46.81 | 1.26 | 2.60 |
| (T'Bird) | 11126 | 13822 | 80.49 | 1.24 | 1.49 |
| **LINCOLN** | 12381 | 13392 | 92.45 | 1.39 | 1.45 |
| (Mark VII) | 1634 | 1770 | 92.32 | .19 | .20 |
| **LN-Merkur** | 1310 | 963 | 136.03 | .15 | .10 |
| **MERCURY** | 38589 | 43623 | 88.46 | 4.31 | 4.71 |
| (Lynx) | 5090 | 7224 | 70.46 | .57 | .78 |
| (Capri) | 1162 | 1474 | 78.83 | .13 | .16 |
| (Topaz) | 5013 | 4250 | 117.95 | .56 | .46 |
| (Sable) | 6137 | - | - | .69 | - |
| (Marq/Gr Marq) | 10358 | 19463 | 53.22 | 1.16 | 2.10 |
| (Cougar) | 10829 | 11212 | 96.58 | 1.20 | 1.21 |
| **LINC/MERC. DIV.** | 52280 | 57978 | 90.17 | 5.85 | 6.26 |
| **FORD MOTOR CO.** | 158473 | 157944 | 100.33 | 17.73 | 17.06 |
| **BUICK** | 58830 | 71113 | 82.73 | 6.58 | 7.68 |
| (Skyhawk) | 5749 | 7335 | 78.38 | .64 | .79 |
| (Somerset/Skylrk) | 8492 | 3402 | 249.62 | .95 | .37 |
| (Century) | 18468 | 21870 | 84.44 | 2.06 | 2.36 |
| (Regal) | 5437 | 10792 | 50.38 | .61 | 1.17 |
| (Riviera) | 2745 | 4848 | 56.62 | .31 | .52 |
| **CADILLAC** | 20809 | 27464 | 75.77 | 2.33 | 2.97 |
| (Cimarron) | 1877 | 1890 | 99.31 | .21 | .20 |
| (Eldorado) | 1921 | 4905 | 39.16 | .21 | .54 |
| (Seville) | 1489 | 2442 | 60.97 | .17 | .26 |
| **CHEVROLET** | 129826 | 142337 | 91.21 | 14.53 | 15.36 |
| (Chevette) | 3847 | 11867 | 32.42 | .43 | 1.28 |
| (Celebrity) | 29785 | 33689 | 88.41 | 3.34 | 3.63 |
| (Cavalier) | 25685 | 32633 | 78.71 | 2.87 | 3.52 |
| (Camaro) | 12689 | 21482 | 59.07 | 1.42 | 2.32 |
| (Corvette) | 2226 | 3053 | 72.91 | .25 | .33 |
| (Monte Carlo) | 8727 | 8389 | 104.03 | .98 | .91 |
| **OLDSMOBILE** | 77689 | 88729 | 87.56 | 8.69 | 9.58 |
| (Firenza) | 2294 | 3120 | 73.53 | .26 | .34 |
| (Calais) | 9535 | 4845 | 196.80 | 1.07 | .52 |
| (Cutlass Ciera) | 24397 | 28372 | 85.99 | 2.72 | 3.07 |
| (Cutlass) | 12307 | 18721 | 65.74 | 1.38 | 2.02 |
| (Toronado) | 1252 | 2895 | 43.25 | .14 | .31 |
| **PONTIAC** | 64163 | 61127 | 104.97 | 7.18 | 6.60 |
| (1000) | 1347 | 1756 | 76.71 | .15 | .19 |
| (Sunbird) | 8132 | 8936 | 91.00 | .91 | .96 |
| (Grand Am) | 13408 | 2119 | 632.75 | 1.50 | .23 |
| (6000) | 18179 | 15274 | 119.02 | 2.03 | 1.65 |
| (Bonneville) | 2753 | 4466 | 61.64 | .31 | .48 |
| (Firebird) | 7675 | 9084 | 84.49 | .86 | .98 |
| (Fiero) | 5473 | 7947 | 68.87 | .61 | .86 |
| **GEN. MTRS CORP.** | 351317 | 390763 | 89.91 | 39.31 | 42.19 |
| Misc. Domestic | 8 | 30 | 26.67 | - | - |
| Other Import | 273443 | 267238 | 102.32 | 30.60 | 28.86 |
| **U.S. TOTAL** | 893690 | 926059 | 96.50 | | |

# NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

| MAKES | YEAR TO DATE | | % '86 VS '85 | % IND | | YEAR END 1985 |
|---|---|---|---|---|---|---|
| | 1986 | 1985 | | 1986 | 1985 | |
| **A.M.C.** | 46152 | 86460 | 53.38 | .64 | 1.21 | 128310 |
| (Alliance) | 31486 | 46433 | 67.81 | .44 | .65 | 73472 |
| (Encore) | 9580 | 31583 | 30.33 | .13 | .44 | 41534 |
| (Eagle) | 5086 | 8444 | 60.23 | .07 | .12 | 13312 |
| **CHRYSLER** | 231712 | 243646 | 95.10 | 3.20 | 3.42 | 371292 |
| (Laser) | 19807 | 36599 | 54.12 | .27 | .51 | 50870 |
| (Le Baron/GTS) | 109200 | 103141 | 105.87 | 1.51 | 1.45 | 154217 |
| (E/MY/S RV) | 102705 | 103906 | 98.84 | 1.42 | 1.46 | 166205 |
| **DODGE** | 326894 | 323969 | 100.90 | 4.51 | 4.53 | 478037 |
| (Daytona) | 26884 | 34422 | 78.10 | .37 | .48 | 48784 |
| (Colt/Vista/Conq) | 44547 | 27836 | 160.03 | .61 | .39 | 52282 |
| (Omni/Shadow) | 96031 | 91930 | 104.46 | 1.33 | 1.28 | 127241 |
| (Aries) | 66575 | 77162 | 86.28 | .92 | 1.08 | 114289 |
| (Lancer) | 31260 | 29836 | 104.77 | .43 | .42 | 47325 |
| (600) | 42696 | 37913 | 112.62 | .59 | .53 | 54681 |
| (Diplomat) | 18901 | 24870 | 76.00 | .26 | .35 | 33435 |
| **PLYMOUTH** | 268899 | 254354 | 105.72 | 3.71 | 3.57 | 373209 |
| (Colt/Vista/Conq) | 41458 | 26791 | 154.74 | .57 | .38 | 48952 |
| (Horizn/Sundance) | 104296 | 98199 | 106.21 | 1.44 | 1.38 | 135366 |
| (Reliant) | 87559 | 92807 | 94.35 | 1.21 | 1.30 | 137213 |
| (Caravelle) | 25372 | 23834 | 106.45 | .35 | .33 | 35501 |
| (Gran Fury) | 10216 | 12723 | 80.30 | .14 | .18 | 16177 |
| **CHRYSLER CORP.** | 827505 | 821969 | 100.67 | 11.42 | 11.52 | 1222538 |
| **FORD** | 889475 | 913873 | 97.33 | 12.28 | 12.81 | 1364829 |
| (Escort) | 265204 | 272604 | 97.29 | 3.66 | 3.83 | 425347 |
| (Mustang) | 118661 | 106944 | 110.96 | 1.64 | 1.50 | 157357 |
| (Tempo) | 168891 | 192215 | 87.87 | 2.33 | 2.69 | 278475 |
| (Taurus) | 127849 | - | - | 1.76 | - | 1653 |
| (LTD/Crn Vict) | 114899 | 236215 | 48.64 | 1.59 | 3.31 | 345641 |
| (T'Bird) | 93971 | 105895 | 88.74 | 1.30 | 1.48 | 156356 |
| **LINCOLN** | 101276 | 104578 | 96.84 | 1.40 | 1.47 | 164295 |
| (Mark VII) | 13287 | 13685 | 97.09 | .19 | .20 | 20401 |
| **X84 Merkur** | 10145 | 3724 | 272.42 | .14 | .05 | 8063 |
| **MERCURY** | 319101 | 348981 | 91.44 | 4.40 | 4.89 | 515895 |
| (Lynx) | 44244 | 53044 | 83.41 | .61 | .74 | 83620 |
| (Capri) | 8369 | 10450 | 80.09 | .12 | .15 | 15632 |
| (Topaz) | 43003 | 51481 | 83.53 | .59 | .72 | 73554 |
| (Sable) | 56009 | - | - | .77 | - | 879 |
| (Marq/Gr Marq) | 87095 | 151817 | 57.37 | 1.20 | 2.13 | 223656 |
| (Cougar) | 80381 | 82189 | 97.80 | 1.11 | 1.15 | 118554 |
| **LINC/MERC DIV.** | 430522 | 457283 | 94.15 | 5.94 | 6.41 | 688253 |
| **FORD MOTOR CO.** | 1319997 | 1371156 | 96.27 | 18.22 | 19.22 | 2053082 |
| **BUICK** | 488539 | 573827 | 85.14 | 6.74 | 8.04 | 851031 |
| (Skyhawk) | 47425 | 60368 | 78.56 | .65 | .85 | 85411 |
| (Somerset/Skylrk) | 79992 | 60602 | 132.00 | 1.10 | .85 | 93254 |
| (Century) | 152982 | 145121 | 105.42 | 2.12 | 2.02 | 233268 |
| (Regal) | 52412 | 71071 | 73.75 | .72 | 1.00 | 114047 |
| (Riviera) | 12444 | 34371 | 36.20 | .17 | .48 | 48891 |
| **CADILLAC** | 184759 | 196904 | 93.83 | 2.55 | 2.76 | 301228 |
| (Cimarron) | 14684 | 14033 | 104.64 | .21 | .20 | 22768 |
| (Eldorado) | 13924 | 43863 | 31.74 | .19 | .61 | 60754 |
| (Seville) | 10254 | 21213 | 48.34 | .14 | .30 | 29986 |
| **CHEVROLET** | 1143164 | 1087485 | 105.12 | 15.76 | 15.25 | 1658768 |
| (Chevette) | 45282 | 81715 | 55.41 | .62 | 1.15 | 129007 |
| (Celebrity) | 267706 | 231583 | 115.60 | 3.69 | 3.25 | 360963 |
| (Cavalier) | 262270 | 283985 | 92.35 | 3.62 | 3.98 | 419697 |
| (Camaro) | 119759 | 177737 | 67.38 | 1.65 | 2.49 | 245879 |
| (Corvette) | 22796 | 25804 | 88.34 | .31 | .36 | 38042 |
| (Monte Carlo) | 207118 | 174848 | 94.48 | 2.88 | 1.05 | 111169 |
| **OLDSMOBILE** | 694023 | 712571 | 97.40 | 9.58 | 9.99 | 1067801 |
| (Firenza) | 24319 | 36179 | 67.22 | .34 | .51 | 49780 |
| (Calais) | 79981 | 77267 | 103.51 | 1.10 | 1.08 | 122561 |
| (Cutlass Ciera) | 214452 | 215461 | 99.53 | 2.96 | 3.03 | 329934 |
| (Cutlass) | 139634 | 142936 | 97.69 | 1.93 | 2.00 | 218881 |
| (Toronado) | 9048 | 23176 | 39.04 | .12 | .32 | 32879 |
| **PONTIAC** | 559809 | 500687 | 111.81 | 7.73 | 7.02 | 785098 |
| (1000) | 12637 | 14583 | 86.66 | .17 | .20 | 22239 |
| (Sunbird) | 75156 | 77298 | 97.23 | 1.04 | 1.08 | 115183 |
| (Grand AM) | 132055 | 60721 | 217.48 | 1.84 | .85 | 116535 |
| (6000) | 121999 | 100697 | 121.15 | 1.68 | 1.43 | 162828 |
| (Bonneville) | 27747 | 34470 | 80.50 | .38 | .48 | 52739 |
| (Firebird) | 65195 | 70601 | 92.34 | .90 | .99 | 100049 |
| (Fiero) | 46596 | 63560 | 73.31 | .64 | .89 | 90421 |
| **GEN. MTRS CORP.** | 3070294 | 3071474 | 99.96 | 42.36 | 43.06 | 4564006 |
| Misc. Domestic | 60 | 161 | 37.27 | - | - | 248 |
| Other Import | 1982487 | 1782939 | 111.19 | 27.36 | 24.99 | 2820416 |
| **U.S TOTAL** | 7246495 | 7134159 | 101.57 | | | 10888600 |

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

## NEW TRUCK REGISTRATIONS

| MAKES | AUGUST | % IND | YEAR TO DATE | | % '86 VS '85 | % IND | |
|---|---|---|---|---|---|---|---|
| | 1986 | | 1986 | 1985 | | 1986 | 1985 |
| Dodge | 35251 | 8.89 | 292508 | 347415 | 84.20 | 9.33 | 11.23 |
| Plymouth | 6908 | 1.74 | 73648 | 72361 | 101.78 | 2.35 | 2.34 |
| Ford | 114075 | 28.77 | 884287 | 826981 | 106.93 | 28.21 | 26.71 |
| Chevrolet | 99475 | 25.09 | 830030 | 826010 | 100.49 | 26.49 | 26.70 |
| G.M.C. | 27293 | 6.88 | 225187 | 228505 | 98.55 | 7.19 | 7.39 |
| International | 6886 | 1.74 | 43177 | 47131 | 91.61 | 1.38 | 1.52 |
| Jeep | 14485 | 3.65 | 117470 | 106335 | 109.85 | 3.75 | 3.46 |
| Mack/Midliner | 1591 | .40 | 14532 | 20662 | 70.33 | .46 | .67 |
| Kenworth | 1012 | .26 | 6917 | 6874 | 100.53 | .22 | .22 |
| Peterbilt | 1026 | .26 | 6514 | 8057 | 80.85 | .21 | .26 |
| Daimler-Benz Corp. | 1043 | .26 | 12875 | 14891 | 86.46 | .41 | .48 |
| Volvo White | 629 | .16 | 7161 | 8368 | 85.58 | .23 | .27 |
| Western Star | 49 | .01 | 666 | 791 | 84.20 | .02 | .03 |
| Other Imports | 86365 | 21.78 | 615196 | 575129 | 106.97 | 19.63 | 18.59 |
| Miscellaneous Domestic | 431 | .11 | 3729 | 3869 | 96.38 | .12 | .13 |
| U. S. Total | 396519 | | 3133897 | 3093979 | 101.29 | | |

## TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

| MAKES | GVW 1 0-6 | GVW 2 6-10 | GVW 3 10-14 | GVW 4 14-16 | GVW 5 16-19.5 | GVW 6 19.5-26 | GVW 7 26-33 | GVW 8 33 & OVER |
|---|---|---|---|---|---|---|---|---|
| Dodge | 193274 | 99234 | - | - | - | - | - | - |
| (Dodge 1) | 164249 | 63604 | - | - | - | - | - | - |
| Plymouth * | 73648 | - | - | - | - | - | - | - |
| Ford | 535704 | 313281 | - | - | - | 7135 | 20766 | 7401 |
| (Ford 2) | 404141 | 99639 | - | - | - | - | - | - |
| Chevrolet | 479481 | 319289 | 18680 | 254 | 199 | 4609 | 7187 | 331 |
| (Chev 3) | 372968 | 117258 | - | - | - | - | - | - |
| G.M.C. | 109301 | 88593 | 1864 | 151 | 2759 | 3941 | 13625 | 4953 |
| (G.M.C 4) | 82000 | 29061 | - | - | - | - | - | - |
| International | - | - | - | - | - | 12808 | 13899 | 16470 |
| Jeep | 107005 | 10465 | - | - | - | - | - | - |
| (Jeep 5) | 88018 | 9431 | - | - | - | - | - | - |
| Mack/Midliner | - | - | - | - | - | 1526 | 1549 | 11457 |
| Kenworth | - | - | - | - | - | - | - | 6917 |
| Peterbilt | - | - | - | - | - | - | - | 6514 |
| Daimler-Benz Corp. | - | - | - | - | - | 1328 | 986 | 10561 |
| Volvo White | - | - | - | - | - | - | 607 | 6554 |
| Western Star | - | - | - | - | - | - | - | 666 |
| Other Imports | 602981 | 6892 | 3877 | 513 | 208 | 204 | 491 | 30 |
| Miscellaneous Domestic | - | 2212 | - | - | - | - | 77 | 1440 |
| Total | 2101394 | 839966 | 24421 | 918 | 3166 | 31551 | 59187 | 73294 |
| 1985 Total | 1996748 | 887695 | 24979 | 607 | 4640 | 36972 | 51306 | 91032 |
| 1986 vs '85 | 105.24 | 94.62 | 97.77 | 151.24 | 68.23 | 85.34 | 115.36 | 80.51 |

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.
REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF UTAH ARE TEMPORARILY DELAYED.

## NEW IMPORTED CAR LEADING MAKES

| MAKES | YEAR TO DATE 1986 | | YEAR TO DATE 1985 | |
|---|---|---|---|---|
| | UNITS | % OF INDUSTRY | UNITS | % OF INDUSTRY |
| DOMESTIC SPONSORED IMPORTS | | | | |
| Chevrolet Sprint | 44963 | .62 | 12294 | .17 |
| Chevrolet Spectrum | 55825 | .77 | 30481 | .43 |
| Dodge Colt | 31579 | .44 | 19717 | .28 |
| Dodge Colt Vista SW | 11107 | .15 | 6440 | .09 |
| Dodge Conquest | 1861 | .03 | 1679 | .02 |
| Plymouth Colt | 29085 | .40 | 18832 | .26 |
| Plymouth Colt Vista SW | 10598 | .15 | 6302 | .09 |
| Plymouth Conquest | 1773 | .02 | 1657 | .02 |
| XR4 Merkur | 10145 | .14 | 3724 | .05 |
| Total Domestic Sponsored Imports | 196936 | 2.72 | 101126 | 1.42 |
| OTHER IMPORTS | | | | |
| Audi | 42944 | .59 | 51681 | .72 |
| BMW | 59877 | .83 | 58607 | .82 |
| Honda | 381743 | 5.27 | 356031 | 4.99 |
| Mazda | 142548 | 1.97 | 119112 | 1.67 |
| Mercedes Benz | 57250 | .79 | 59867 | .84 |
| Nissan | 360908 | 4.98 | 353232 | 4.95 |
| Subaru | 115354 | 1.59 | 101397 | 1.42 |
| Toyota | 371405 | 5.13 | 365657 | 5.13 |
| Volkswagen | 139090 | 1.92 | 125098 | 1.75 |
| Volvo | 77601 | 1.07 | 71256 | 1.00 |
| Others | 233767 | 3.23 | 121001 | 1.70 |
| Total Other Imports | 1982487 | 27.38 | 1782939 | 24.99 |
| | - | - | - | - |
| GRAND TOTAL ALL IMPORT CARS | 2179423 | 30.08 | 1884065 | 26.41 |

## NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

| | | | | |
|---|---|---|---|---|
| DOMESTIC SPONSORED IMPORTS | | | | |
| Dodge RAM 50 | 47351 | 1.51 | 44625 | 1.44 |
| Dodge RAIDER | | | | |
| OTHER IMPORTS | | | | |
| Isuzu | 55678 | 1.78 | 48514 | 1.57 |
| Mazda | 95346 | 3.04 | 72826 | 2.35 |
| Mitsubishi | 19481 | .62 | 16712 | .54 |
| Nissan | 144805 | 4.62 | 172908 | 5.59 |
| Subaru | 2141 | .07 | 2675 | .09 |
| Toyota | 259276 | 8.27 | 245087 | 7.92 |
| Volkswagen | 8130 | .26 | 12072 | .39 |
| Others | 25036 | .80 | 962 | .03 |
| Total Other Import Trucks | 609873 | 19.46 | 571856 | 18.48 |
| | - | - | - | - |
| GRAND TOTAL ALL IMPORT TRUCKS | 657224 | 20.97 | 616481 | 19.93 |

## NEW DOMESTIC LIGHT TRUCKS (0-6,000 LBS)

| | | | | |
|---|---|---|---|---|
| CHEVROLET S10 | 137807 | 4.40 | 138448 | 4.47 |
| DODGE DAKOTA | 1074 | .03 | - | - |
| FORD RANGER | 185956 | 5.93 | 163812 | 5.29 |
| GMC S15 | 31815 | 1.02 | 31899 | 1.03 |

UNITED STATES SUMMARY

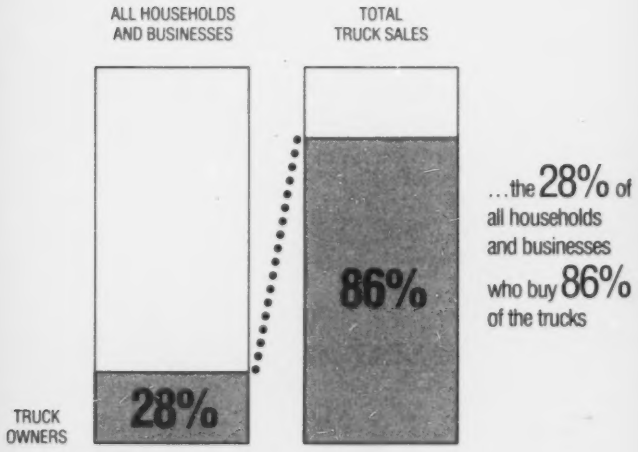
"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, ADAPTED TO IMPORTERS FOR INTERNAL USE. NO SALE, REPRODUCTION OR DISTRIBUTION PROHIBITED."

## NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

| YEAR | CARS | TRUCKS |
|---|---|---|
| *1976 | 9751585 | 3058000 |
| *1977 | 10026234 | 3509328 |
| *1978 | 10945154 | 3863340 |
| *1979 | 10356695 | 3472208 |
| *1980 | 8758937 | 2476177 |
| *1981 | 8443918 | 2195489 |
| *1982 | 7754342 | 2430471 |
| *1983 | 8924106 | 2870556 |
| (1)1984 | 10128729 | 4048990 |
| 1985 | 10888808 | 4875102 |

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. E 1-86
AUGUST 1986 ISSUED 10/86
(1) REVISED 10/86

# CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...


ALL HOUSEHOLDS AND BUSINESSES
TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

**Only POLK AUTOMOTIVE MAIL can do it**

R·L·POLK & CO.

6400 Monroe Blvd. · Taylor, MI 48180

Tel. (313) 292-3200